**BACKGROUND**

We are a retail supermarket targeting primarily Africans but as well as Canadians. The design needs to be unique so it appeals to both markets...*a touch of authenticity combined with modernity…simple but yet alluring, attractive* and *appetizing* as it is to be used on food products (Dry Beans, Dry Lentils, Flour, Spices) that are packaged in clear plastic poly bags. We want to reinforce and build brand loyalty among our customers. So *originality, practicality, uniqueness is essential*.

See attachment for our logo files. Our Brand colors are green and blue. The brand/logo "Nile" will be used on all label designs. Eliminate/remove and do not include the bottom part that says ...Specialty Grocery, Meat&Fish, Cosmetics, Homeware... when designing.

1) The designs will be printed on 2 different **White Gloss Label Sizes**:

* 1. **4.25" x 5.5"** (<https://www.onlinelabels.com/Products/OL450WS.htm>)
  2. **4" x 3.25"**     (<https://www.onlinelabels.com/Products/OL525WS.htm>)

2) The color schemes should reflect our brand colors but not necessarily the same shade. You can add yellow or gold color shades as a complementary and harmony color.  Please feel free to incorporate your creativity other possible for color schemes that best complement the overall design for each variation. **I want to have 2 different design variations of for each label size to avoid redundancy among our products.**

3) For Fonts, please use a font that you think best matches or fits our brand/logo..that increases the marketing value of the brand. Don’t use overused fonts like Arial and Times New Roman.

4) Use a Contrast that allows color and text to appeal to customers. For example, some sources suggest a combination of using a light background and a dark text is visually appealing to the eye. With this technique, our eyes are not strained, and the name of the company pops.

3) Below are the descriptions you can use for each design variation.

**a. Label 4.25” x 5.5” 1st Variation:**

SELF-RAISING FLOUR

FARINE PRÉPARÉE

NET WEIGHT 8LB

BARCODE: G2127 (USE CODE 39 BARCODE FORMAT)

**b.Label 4.25” x 5.5” 2nd Variation:**

WHITE CORN FLOUR

FARINE DE MAÏS

NET WEIGHT 8LB

BARCODE: G2125 (USE CODE 39 BARCODE FORMAT)

**c.Label 4" x 3.25" 1st Variation:**

RED LENTILS

LENTILLES ROUGES

NET WEIGHT 2LB

BARCODE: G2133 (USE CODE 39 BARCODE FORMAT)

**d.Label 4" x 3.25" 2nd Variation:**

WHITE CORN MEAL

FARINE DE MAÏS

NET WEIGHT 4LB

BARCODE: G2120 (USE CODE 39 BARCODE FORMAT)

4) Somewhere between the middle and bottom of each label design (or where it is best appropriate) please note: “PRODUCT OF CANADA”.

5) At the bottom of each label design (or where best appropriate) please note:

PACKED BY NILE SUPERMARKET INC.

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CALGARY, AB

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